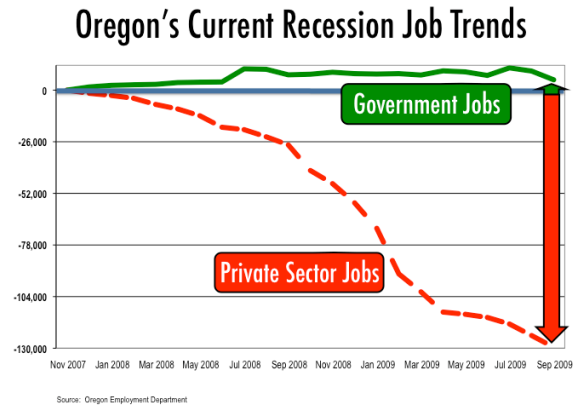




## Campaign Core Messaging – *It's about jobs!*



James Carville, Bill Clinton's campaign strategist, famously wrote Clinton's 1992 campaign key strategy on white board: "It's the economy, stupid." To defeat Measures 66 & 67, our campaign communications must follow the same simple guidance – **IT'S ABOUT GETTING OREGON'S ECONOMY BACK ON ITS FEET, STUPID.**

The legislature exploited the worst economic crisis in 70 years to **permanently increase income taxes** on businesses and high-income Oregonians.

### Cutting Oregon Jobs and Oregon's Economy—Everyone Will Pay

- Economists have estimated these permanent tax increases **would cost 70,000 Oregonians their jobs** – and the only jobs higher taxes would save are public employee jobs.
- The tax increases would be retroactive to January 1, 2009, and no money to cover this tax increase has been withheld from Oregonians' paychecks during all of 2009.
- At a time when entire families are out of work, we can't afford taxes that will cost us our jobs.
- Legislators say their plan only taxes the rich. They're wrong. We'll end up paying more for groceries, gas and other services, and that will impact all Oregonians, especially the poor.

### New Taxes Will Damage Oregon Small Businesses and Farmers

- Small businesses would be forced to lay off their workers, reduce wages and benefits, or close their doors.
- The new corporate tax would tax businesses up to \$100,000, even if they didn't make a profit.
- More than 70% of the proposed personal income tax increase applies to small businesses owned by individuals
- Some farmers will be especially hard hit. The Department of Revenue says these measures would create double taxation on certain farmers who are members of cooperatives.

### State Government Has Not Tightened Its Belt Like the Rest of Us

- We should not send more money to Salem until state government can get its spending under control.
- Despite the current economy, legislators still increased overall state spending by 9%, or \$4.7 billion.
- The state already had \$1 billion in extra cash reserves to spend without enacting \$733 million in tax increases.
- The passage of the personal income tax increase was the result of a backroom deal in which one legislator traded his vote for pork barrel spending in his district.
- The legislature refuses to listen. Voters have rejected income tax increases twice before, but the legislature keeps coming back for more. No means no!